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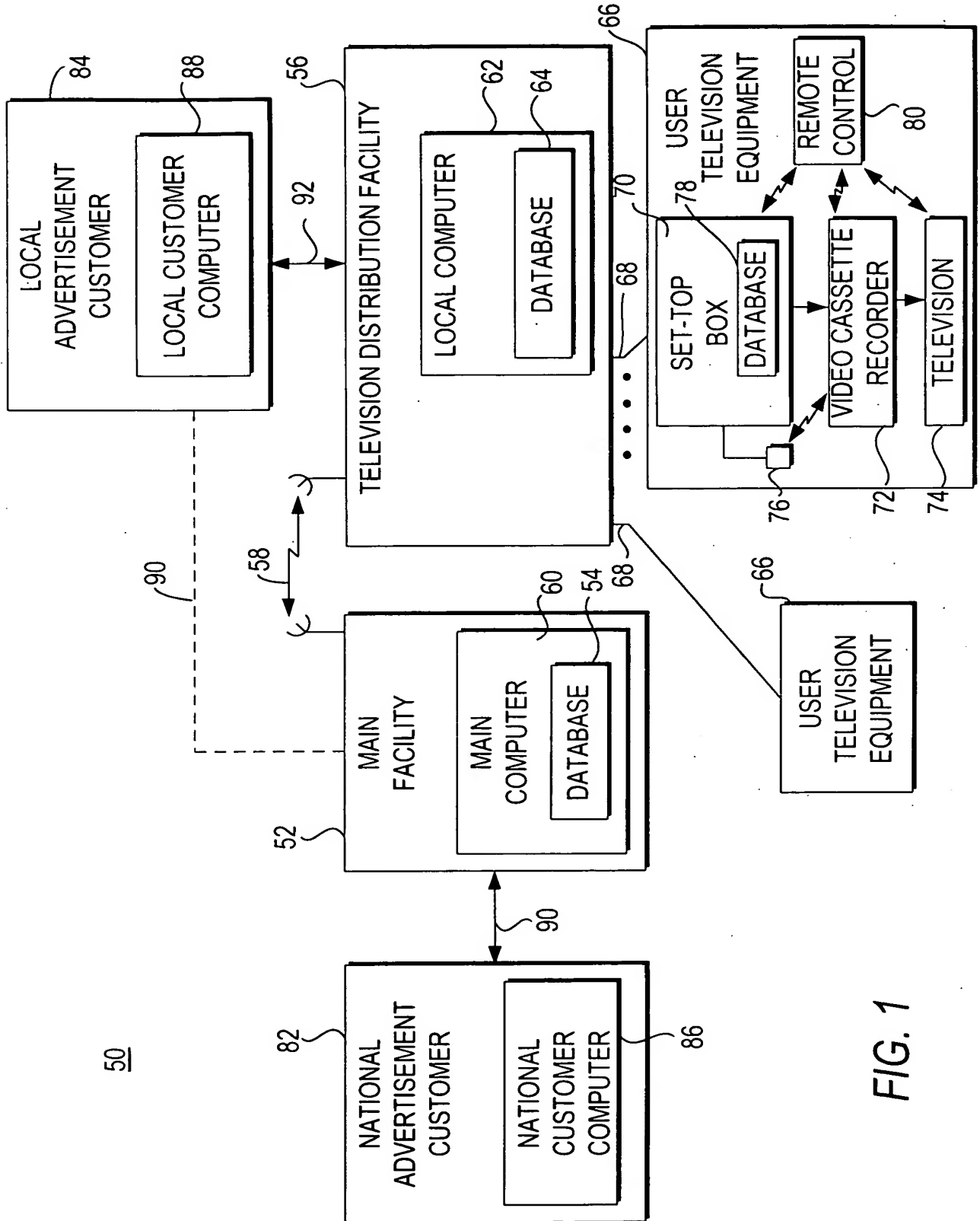
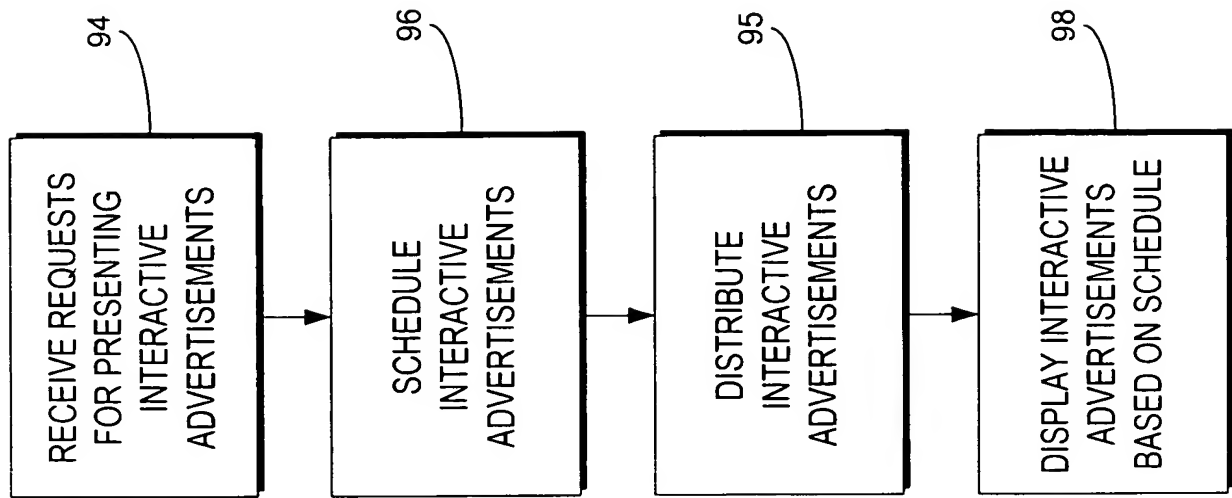


FIG. 1

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FIG. 2



ORDER ENTRY DISPLAY SCREEN																					
<p><u>TYPE</u></p> <p><input type="checkbox"/> PANEL</p> <p><input type="checkbox"/> BANNER</p> <p><input type="checkbox"/> IN PROGRAM LISTINGS</p>	<p><u>DATE</u></p> <p><input type="text"/></p> <p><u>DAY-PART</u></p> <p><input type="checkbox"/> MORNING [SESSION BASED]</p> <p><input type="checkbox"/> DAYTIME</p> <p><input type="checkbox"/> PRIMETIME [SCREEN BASED]</p> <p><input type="checkbox"/> LATE NIGHT [SCREEN GROUP BASED]</p> <p><input type="checkbox"/> [TIME BASED]</p>																				
<p><u>SCREEN LOCATION</u></p> <table border="1"> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> <tr><td></td><td></td><td></td><td></td><td></td></tr> </table>																					<p><u>DO NOT SHOW IN</u></p> <p><input type="checkbox"/> ADULT SCREENS</p> <p><input type="checkbox"/> SETUP SCREENS</p> <p><input type="checkbox"/></p>
<p><u>SELECT LOCATION</u></p>	<p><u>TIME ZONE</u></p>																				
<p><u>PRIORITY</u></p> <p><input type="checkbox"/> PRIMARY</p> <p><input type="checkbox"/> SECONDARY</p> <p><input type="checkbox"/> BONUS</p> <p><input type="checkbox"/> HOUSE</p> <p><input type="checkbox"/> DEFAULT</p>	<p><u>SCREEN GROUP</u></p> <p><input type="checkbox"/> PAY PER VIEW</p> <p><input type="checkbox"/> PROGRAM LISTING</p> <p><input type="checkbox"/> SETUP</p>																				
<p><u>FORM</u></p> <p><input type="checkbox"/> TEXT</p> <p><input type="checkbox"/> GRAPHIC</p> <p><input type="checkbox"/> VIDEO</p> <p><input type="checkbox"/> SET OF ADS</p> <p><input type="checkbox"/> AUDIO</p>	<p><u>SIZE</u></p> <p>OPTIONS VARYING BASED ON THE TYPE AND/OR FORM OF AD SELECTED, E.G.:</p> <p><input type="checkbox"/> SELECT SIZE [50%] <input type="button" value="▲"/></p> <p><input type="checkbox"/> QUARTER-SCREEN</p> <p><input type="checkbox"/> 1/8 SCREEN</p>																				
<p><u>FILE SOURCE:</u></p> <p><input type="text"/></p>	<p><input type="checkbox"/> SCHEDULE TO CORRECT FOR MULTIPLE FEEDS OF BROADCAST NETWORKS</p>																				
<p><u>ESTIMATE</u></p> <p><input type="text"/></p>	<p><u>SUBMIT</u></p> <p><input type="text"/></p>																				

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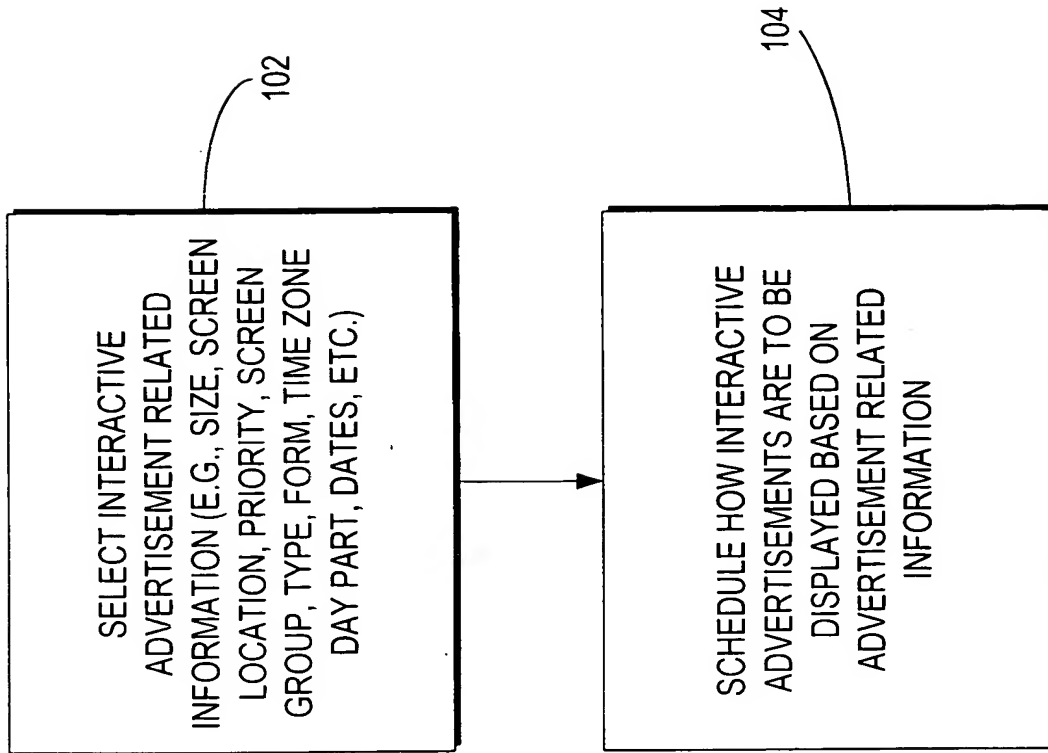


FIG. 4

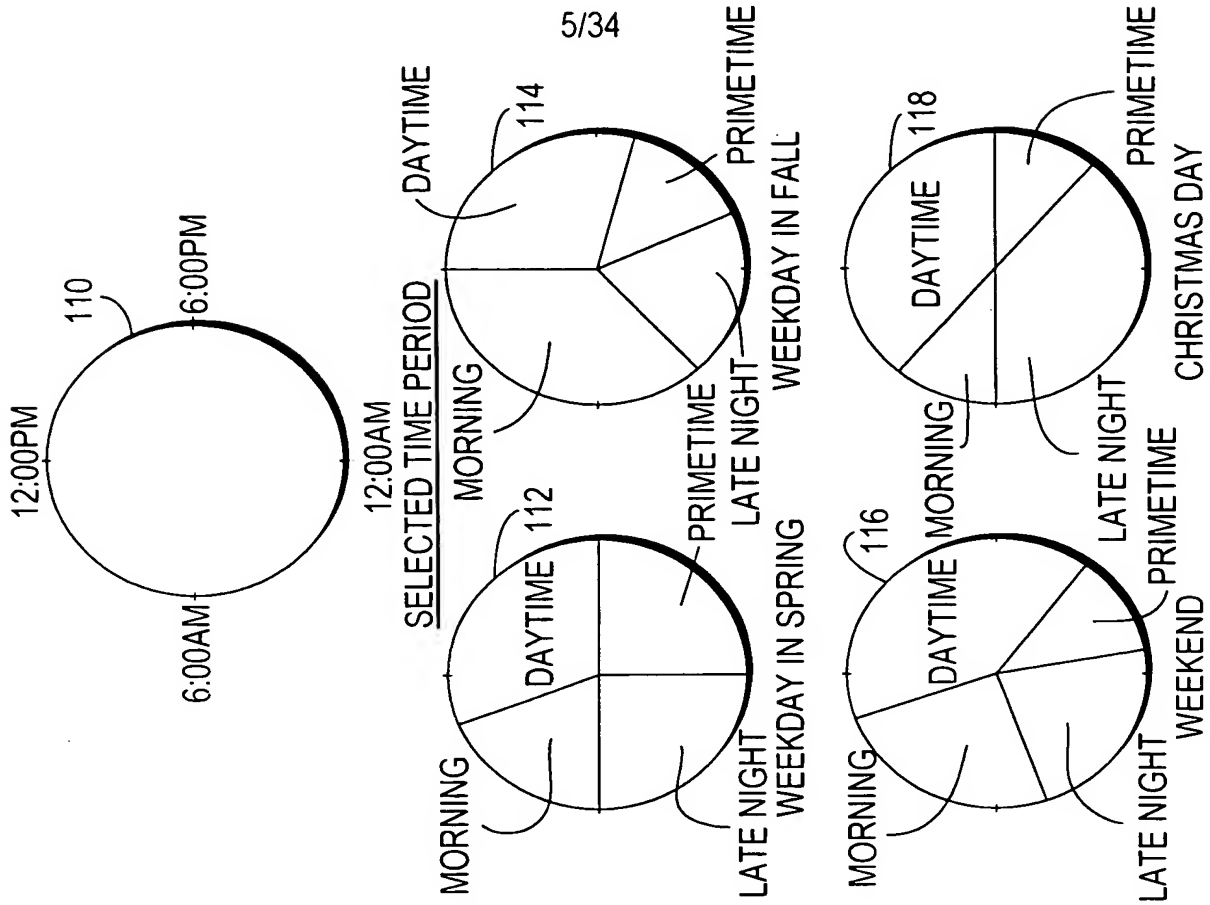


FIG. 5b

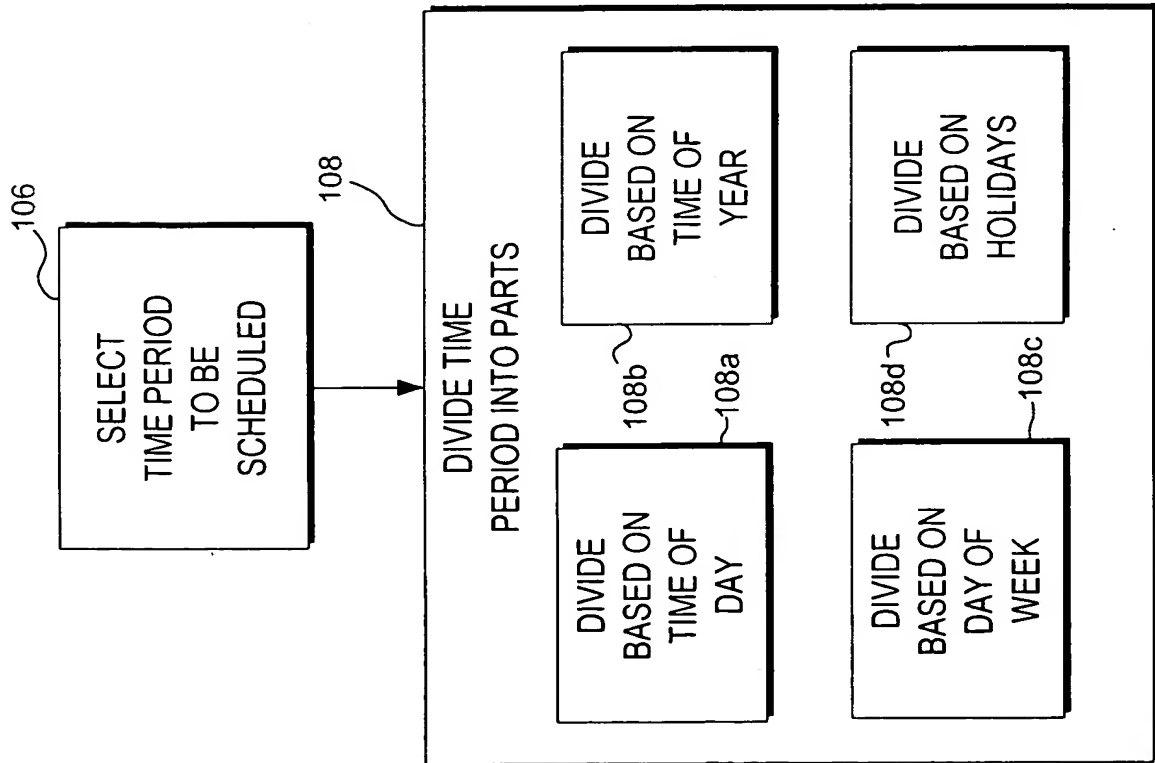


FIG. 5a

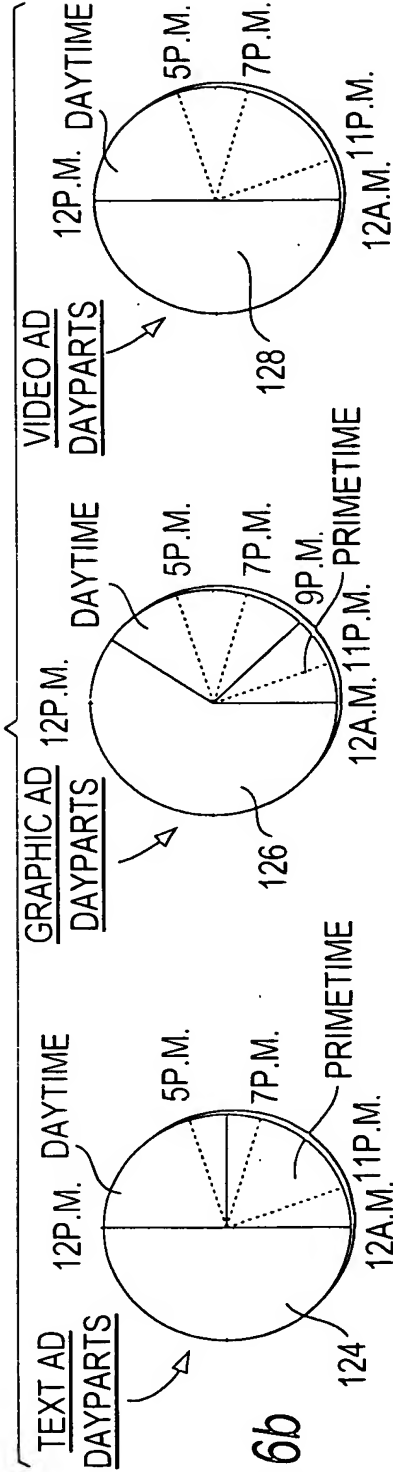


FIG. 6b

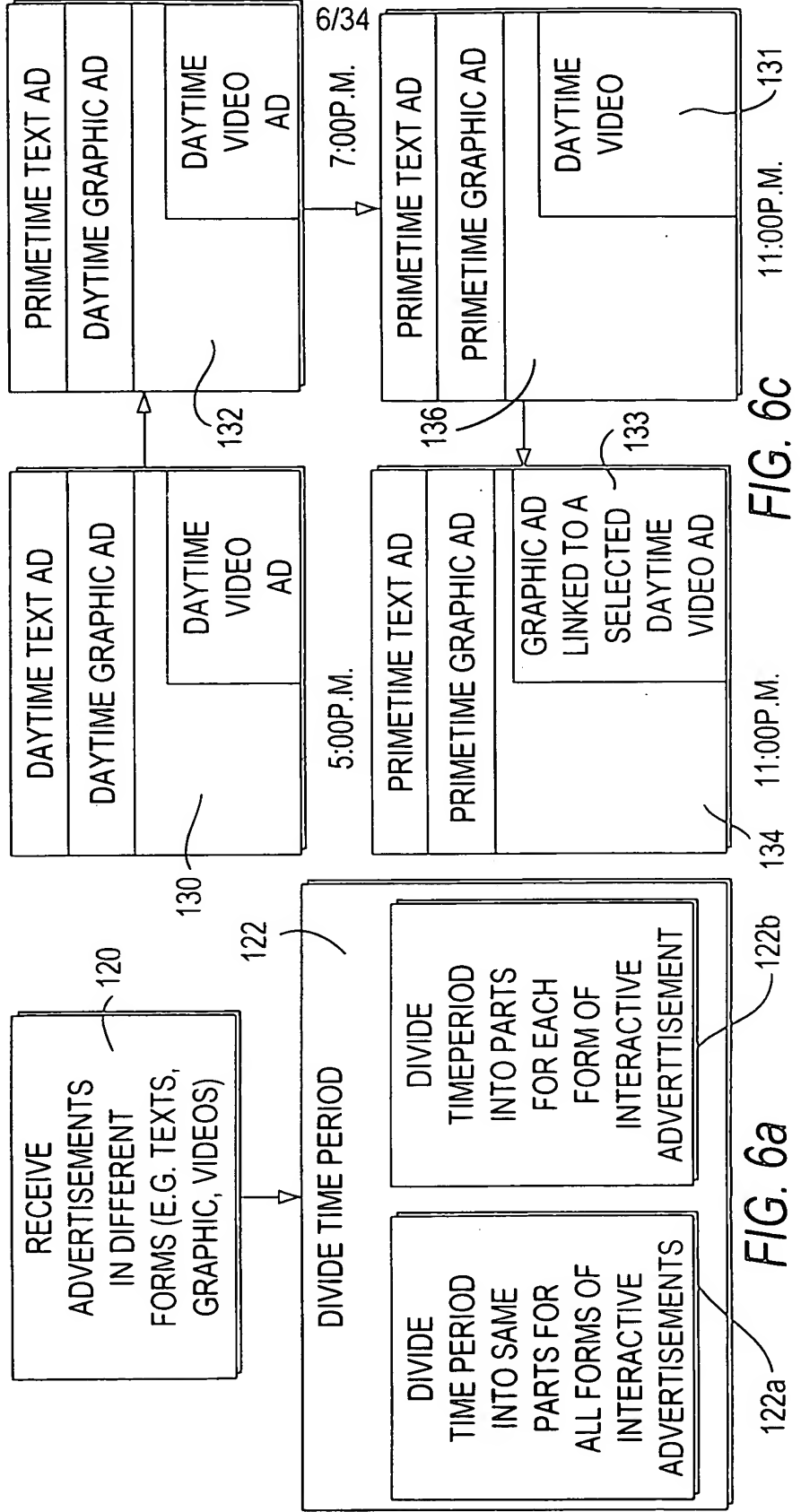
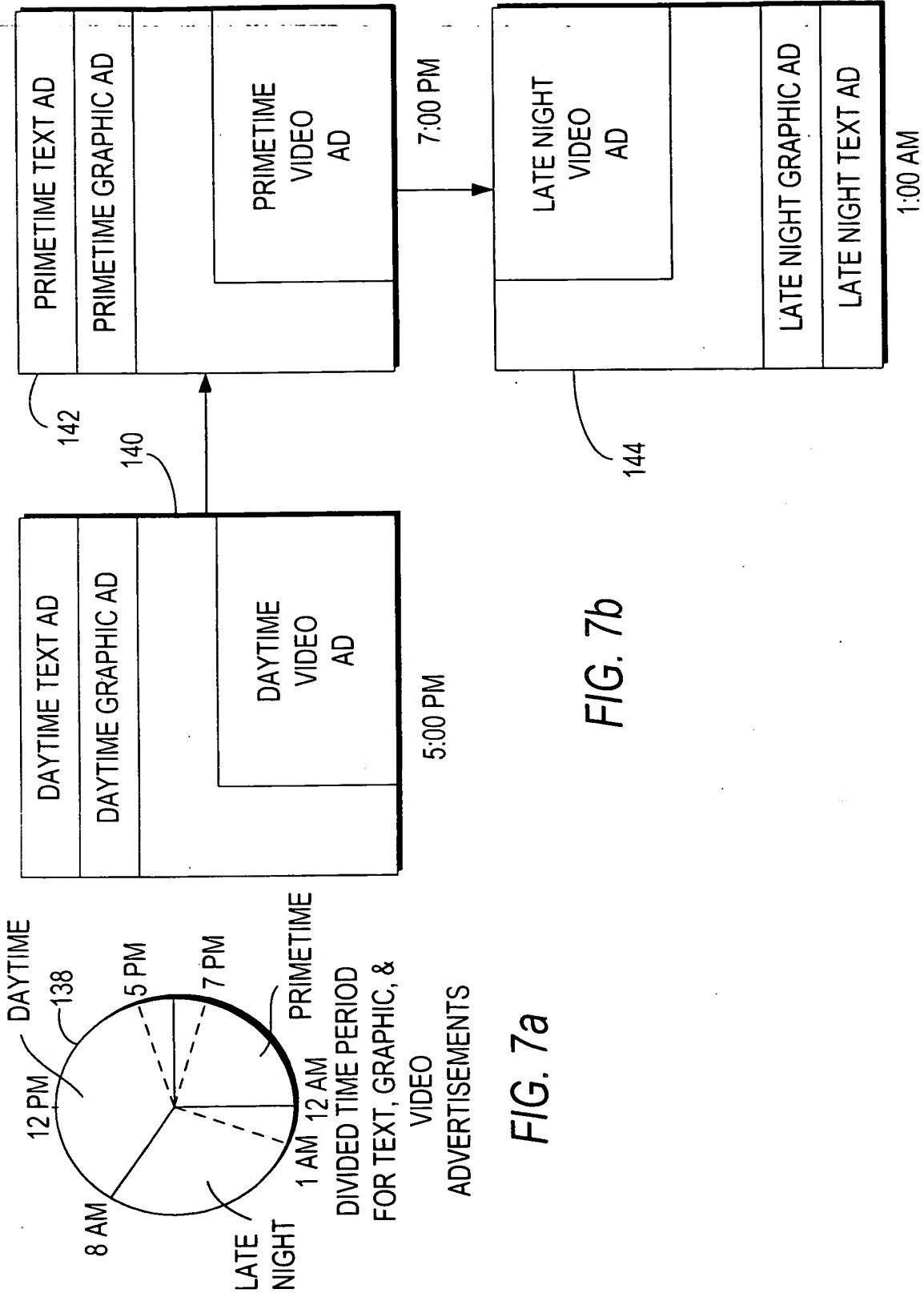


FIG. 6a

FIG. 6c

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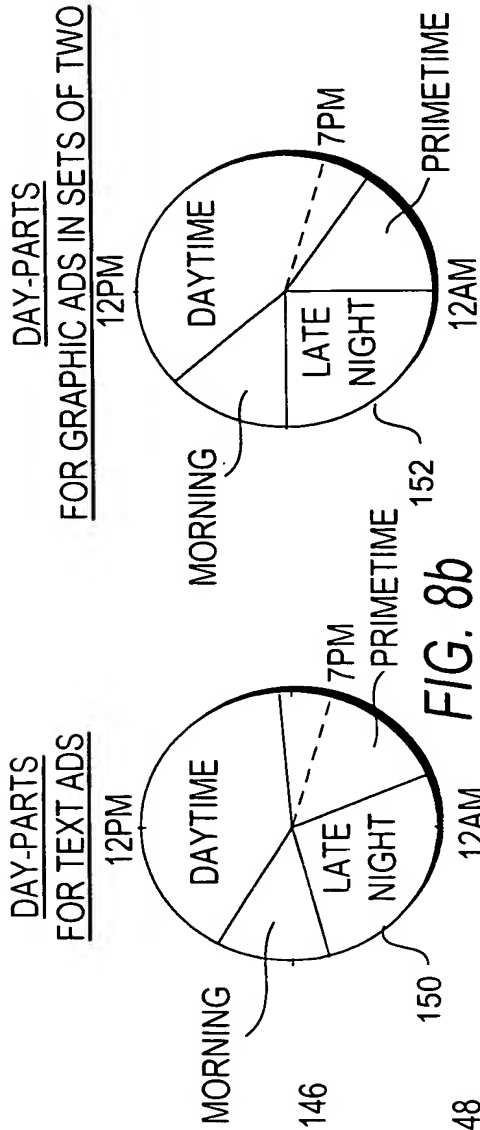


FIG. 8b

RECEIVE
INTERACTIVE
ADVERTISEMENTS

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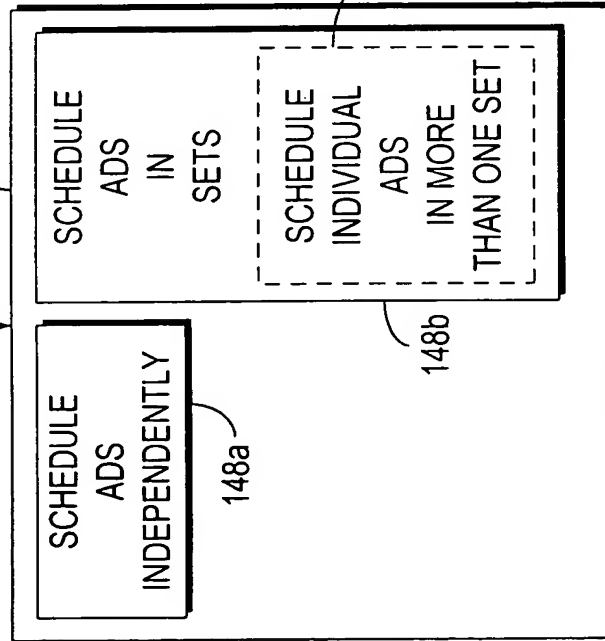


FIG. 8a

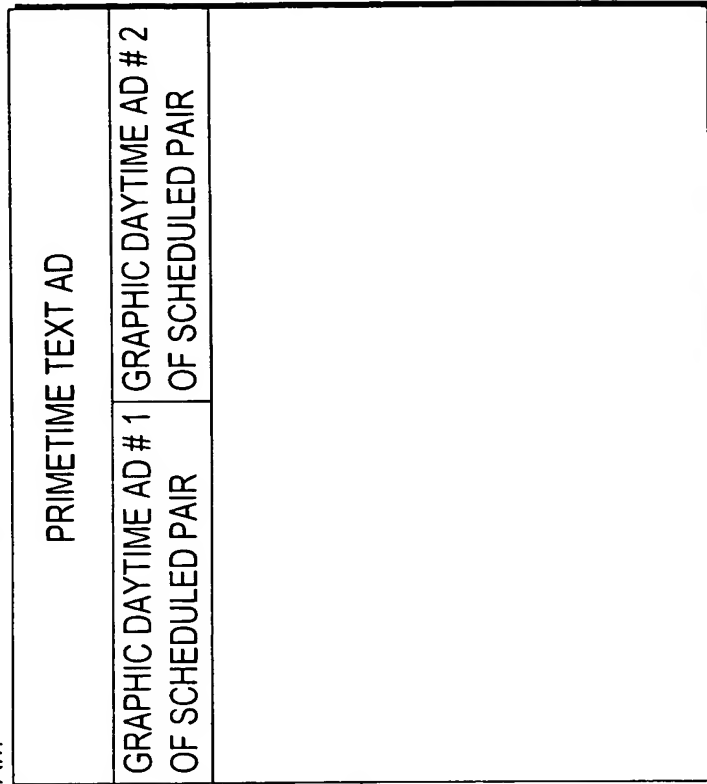


FIG. 8c

7:00 PM

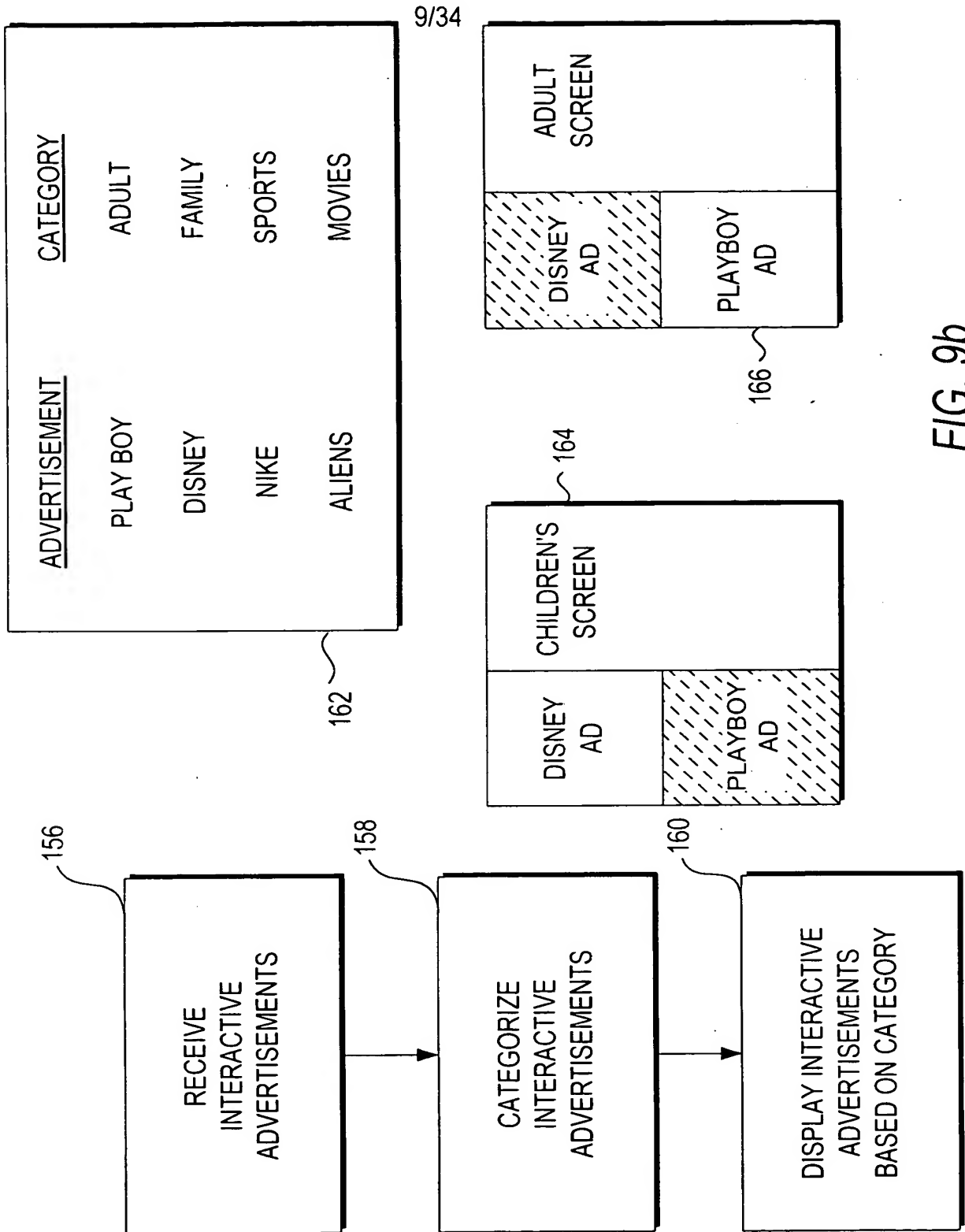


FIG. 9a

FIG. 9b

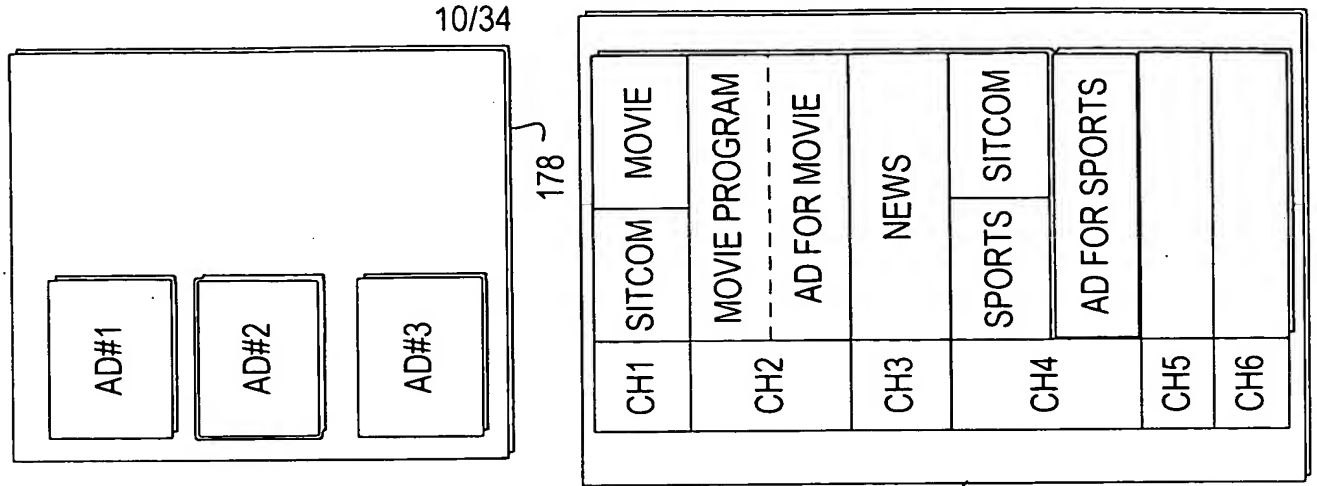


FIG. 10a

FIG. 10b

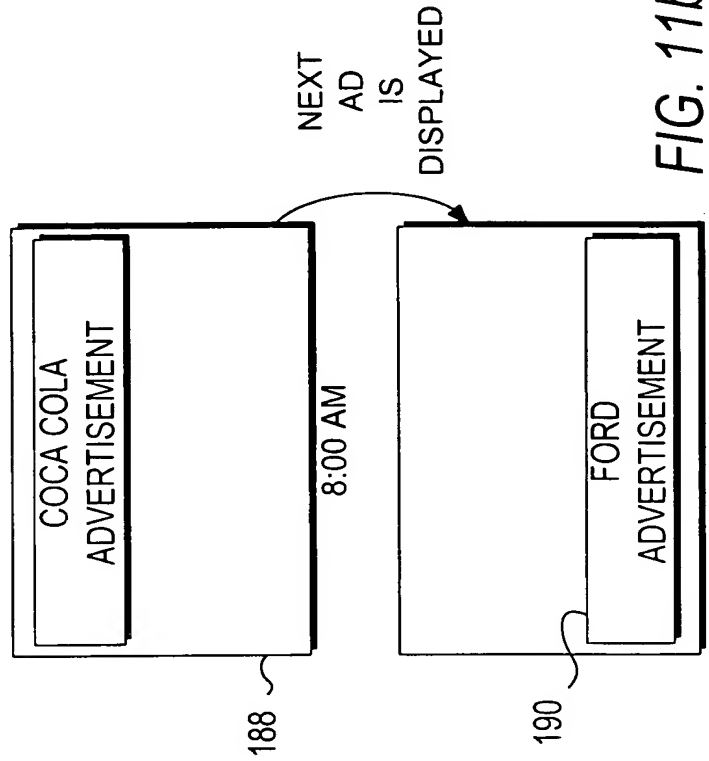
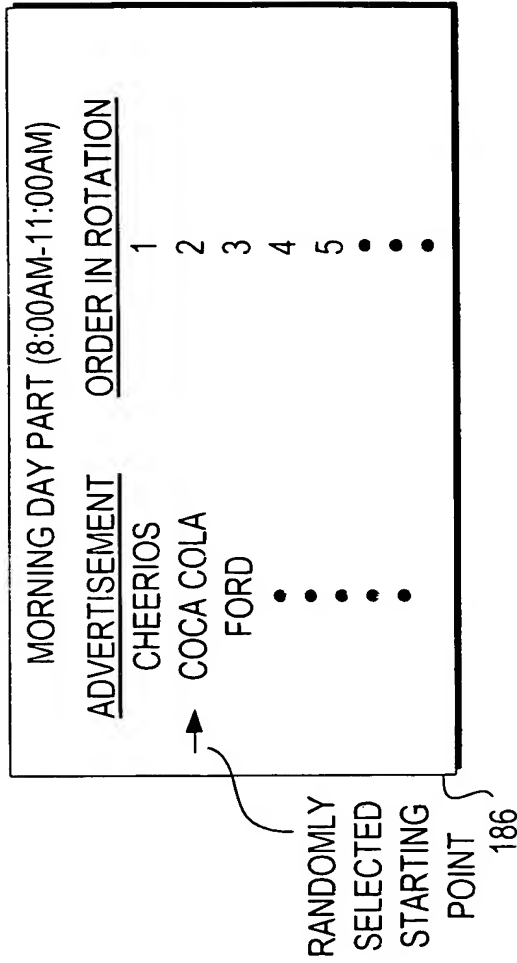


FIG. 11b

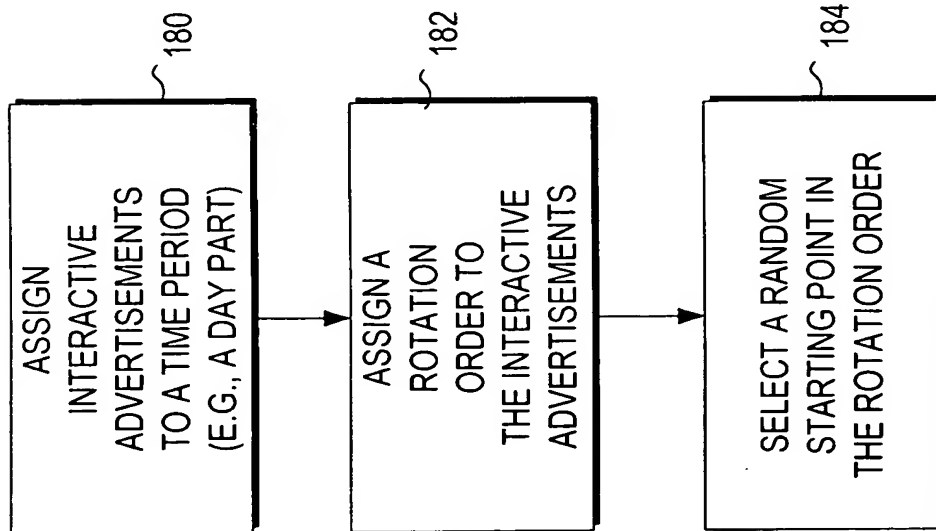


FIG. 11a

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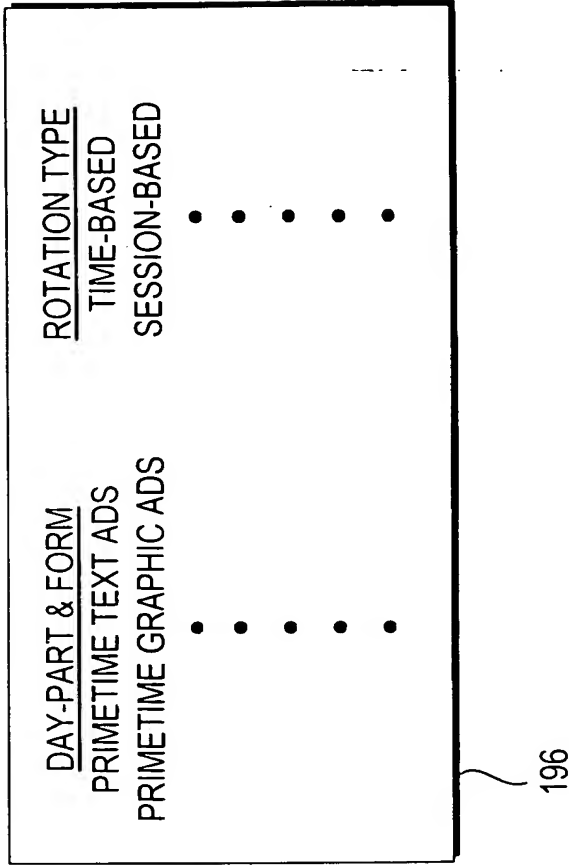


FIG. 12b

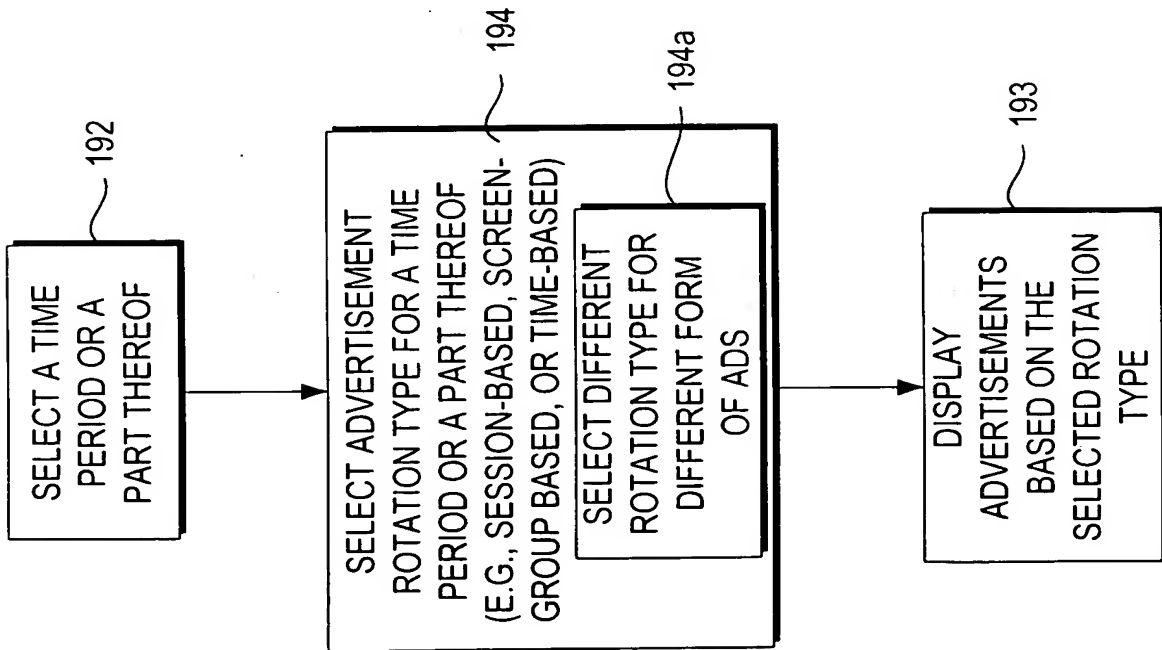
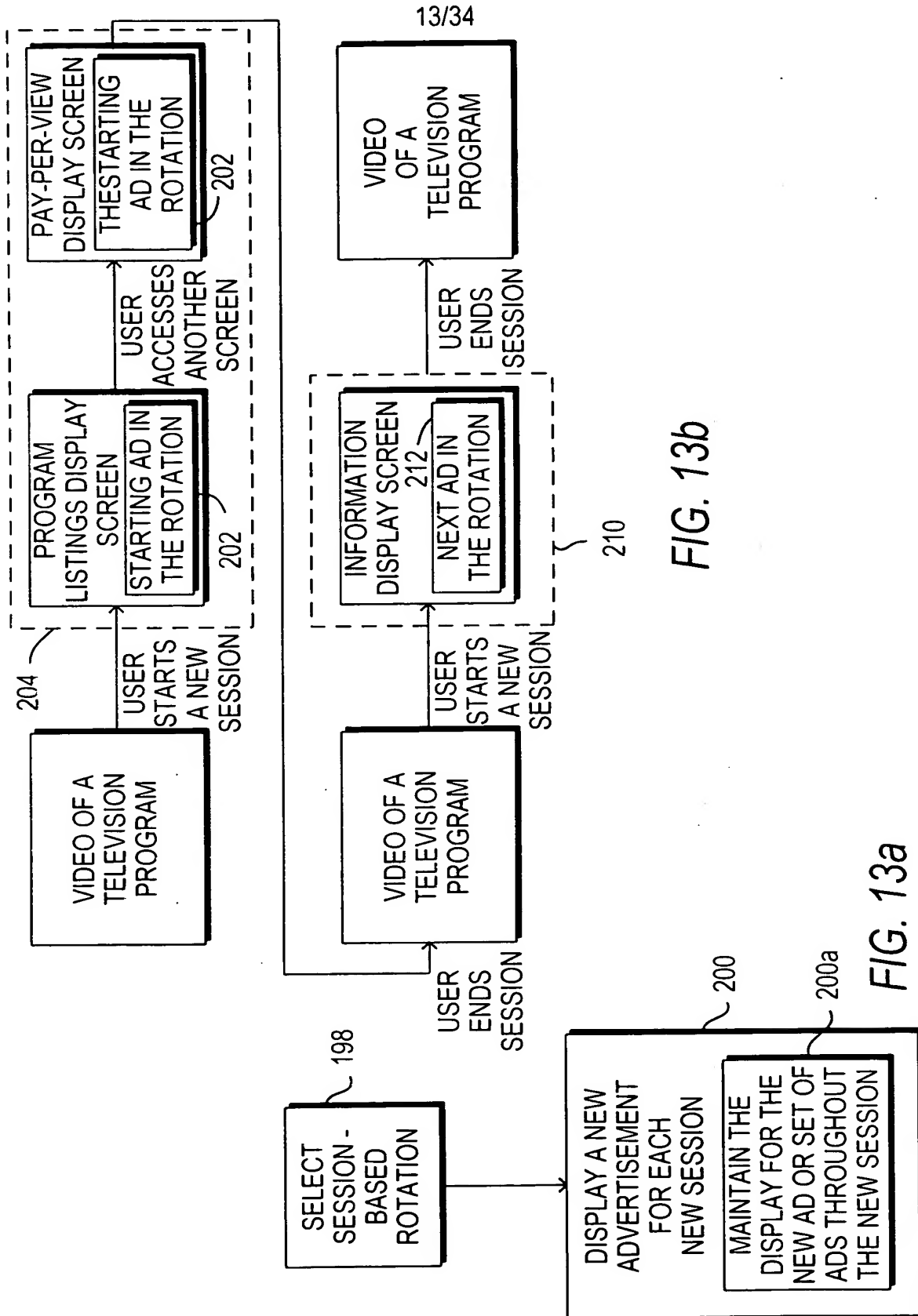


FIG. 12a





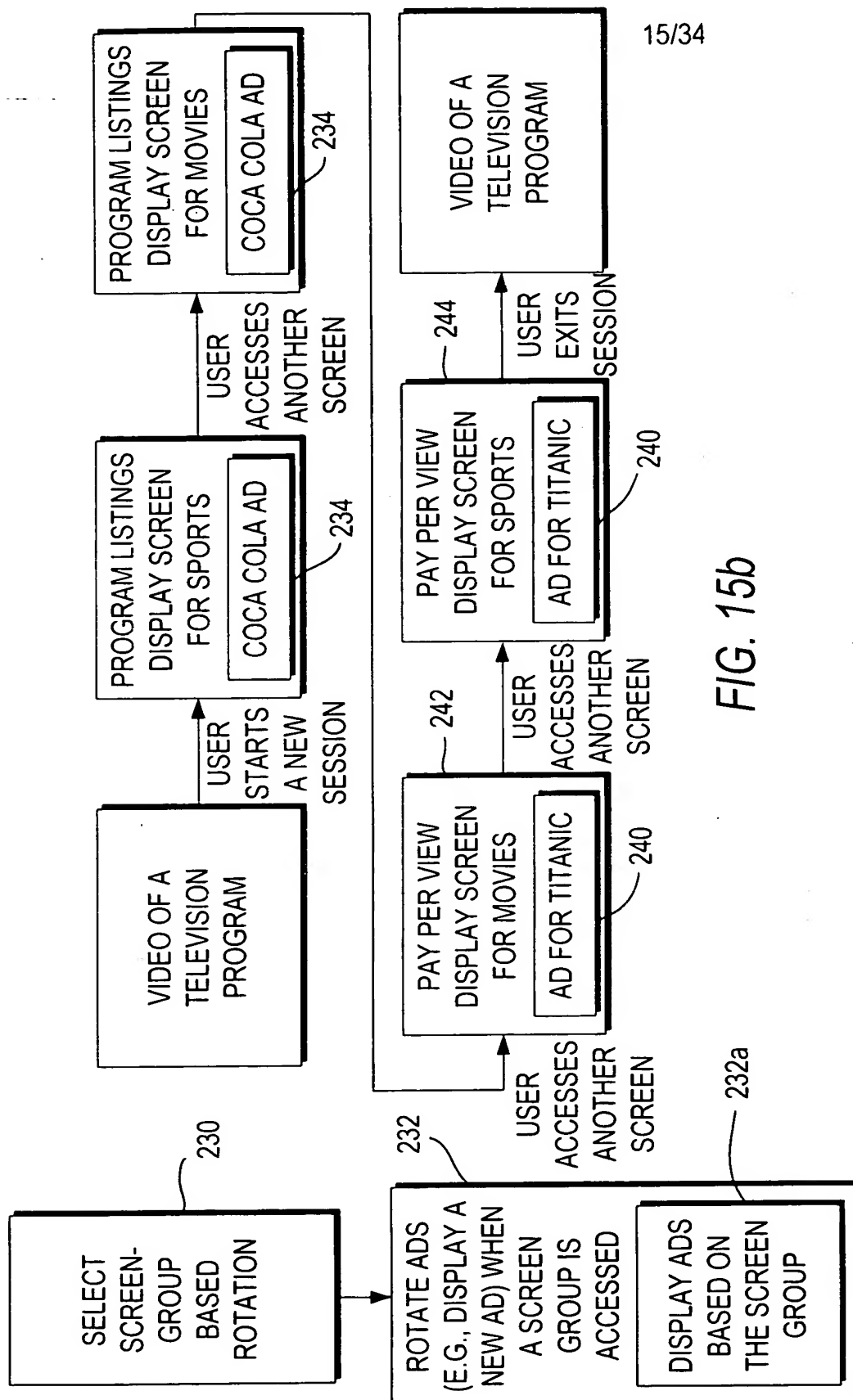


FIG. 15a

FIG. 15b

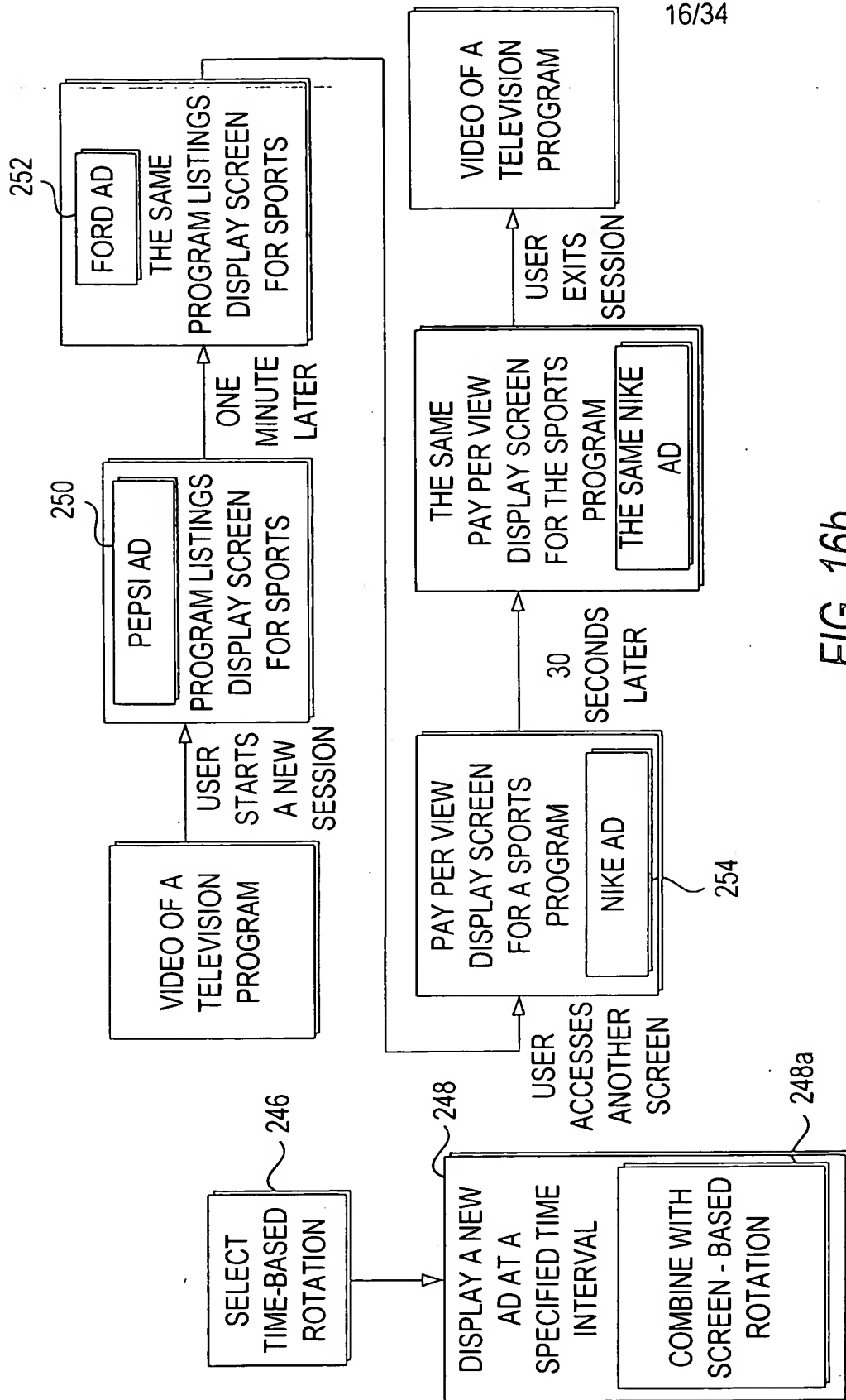


FIG. 16a

FIG. 16b

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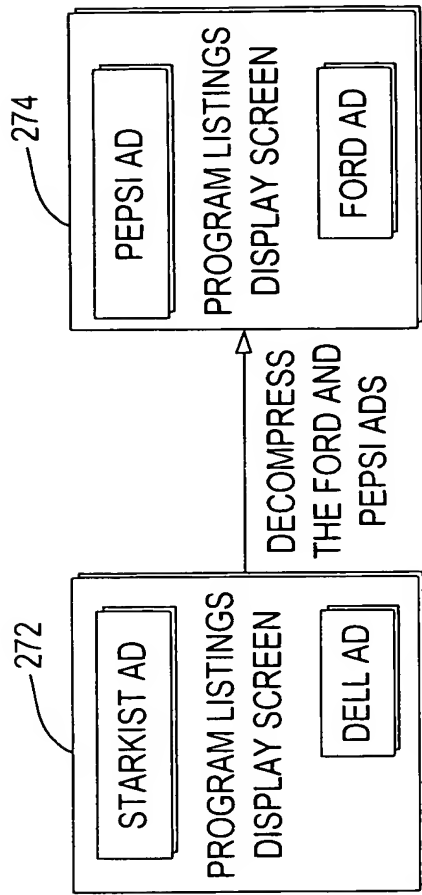


FIG. 17b

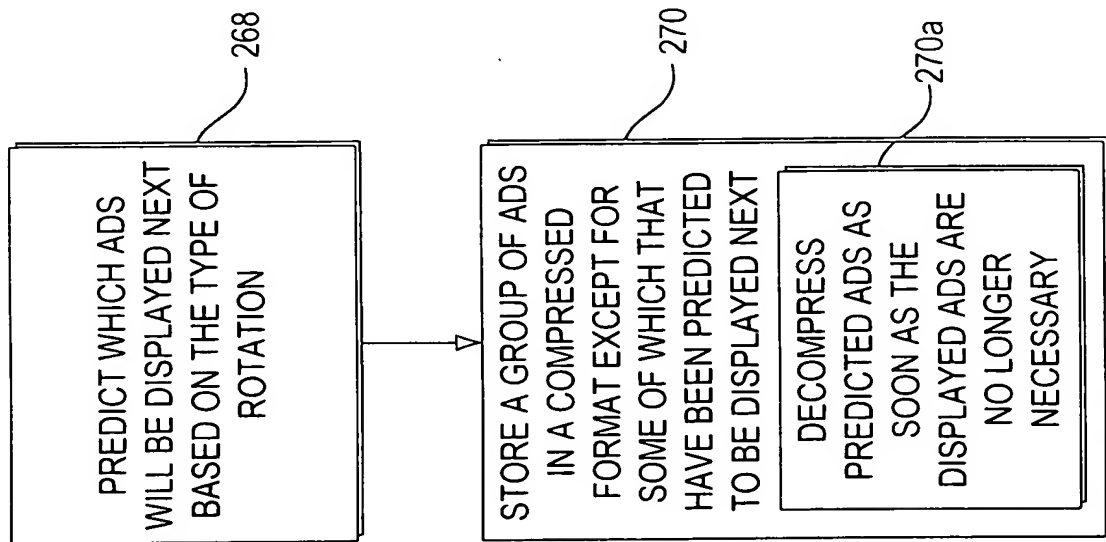


FIG. 17a

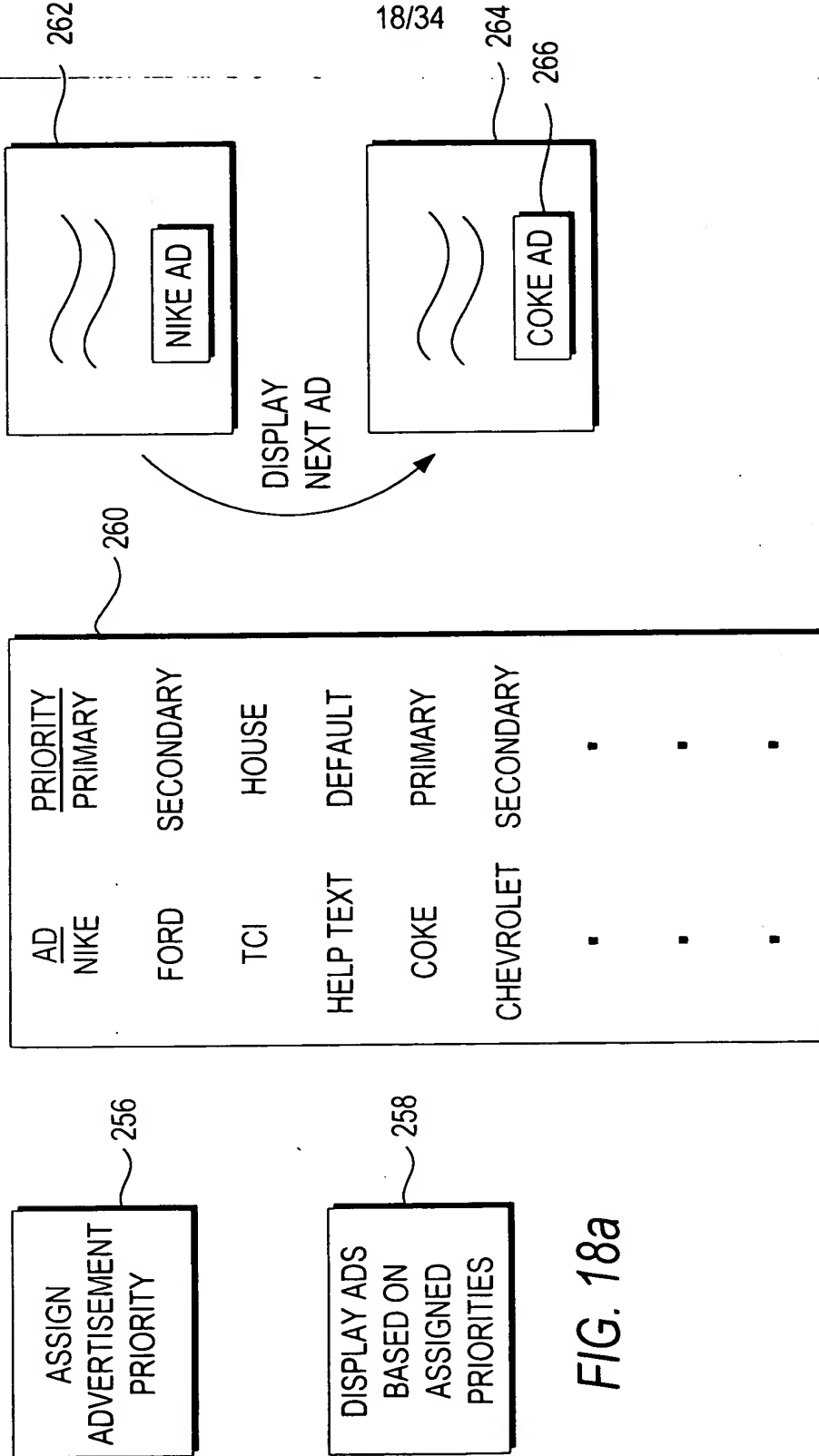
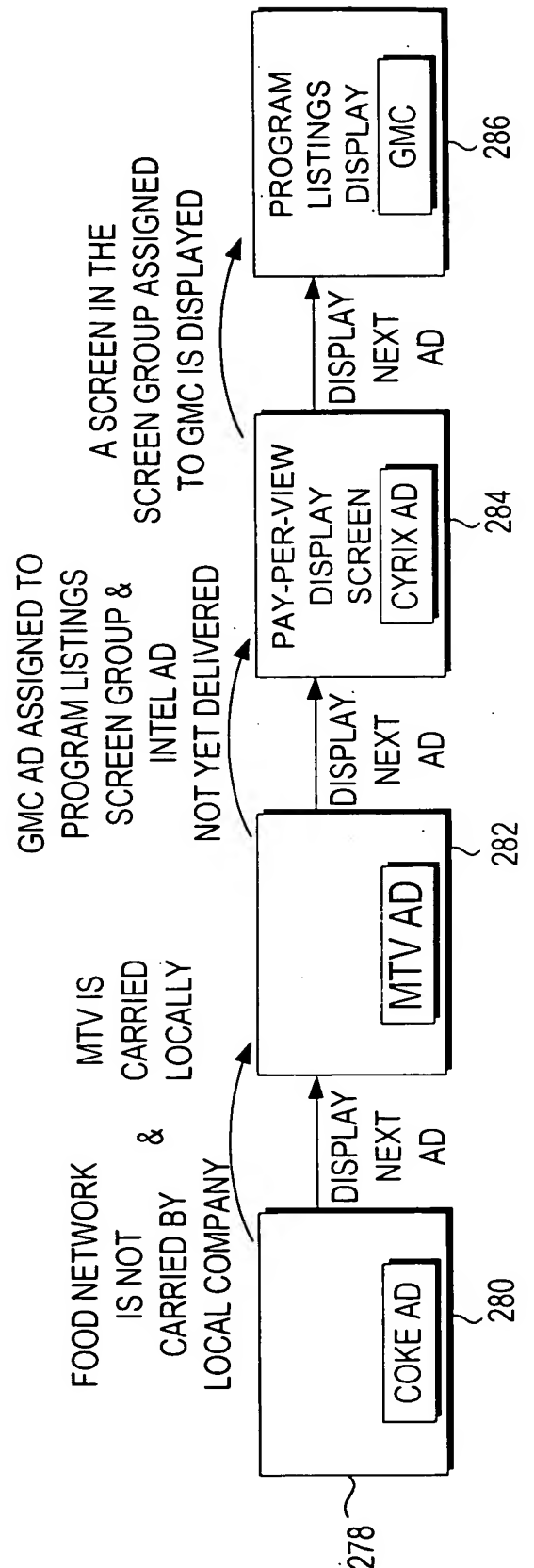


FIG. 18b

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FIG. 19

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<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>SCREEN GROUP</u>
COKE	YES	PRIMARY	
FOOD NETWORK	YES	PRIMARY	
MTV	YES	PRIMARY	
INTEL	NO	PRIMARY	
CYRIX	YES	SECONDARY	
GMC	YES	PRIMARY	PROGRAM LISTINGS



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BONUS POOL			
<u>AD</u>	<u>BONUS SCREEN GROUP</u>		
PIZZA HUT	SETUP		
COKE	PAY PER VIEW		
.	.	.	.
.	.	.	.
.	.	.	.

<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>SCREEN GROUP</u>
COKE	YES	PRIMARY	PROGRAM LISTINGS
FORD	YES	PRIMARY	PAY PER VIEW
MTV	NO	SECONDARY	
TCI	YES	HOUSE	
HELP TEXT	YES	DEFAULT	

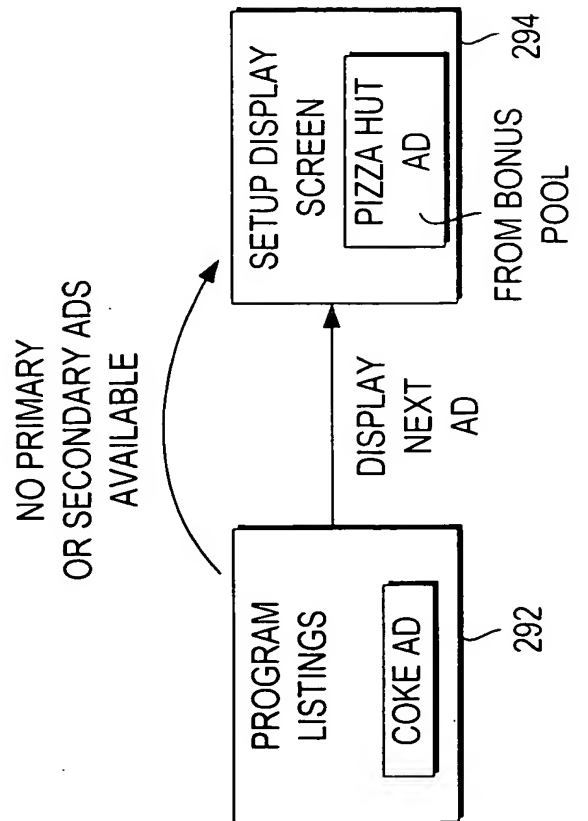


FIG.20

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<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>SCREEN GROUP</u>	<u>DAY PART</u>	<u>CATEGORY</u>
COKE	YES	PRIMARY		MORNING	
AMTRAK	YES	SECONDARY		PRIMETIME	
TCI	YES	HOUSE	NA	DNA	NA
DISNEY	YES	PRIMARY		MORNING	FAMILY

MORNING DAY PART

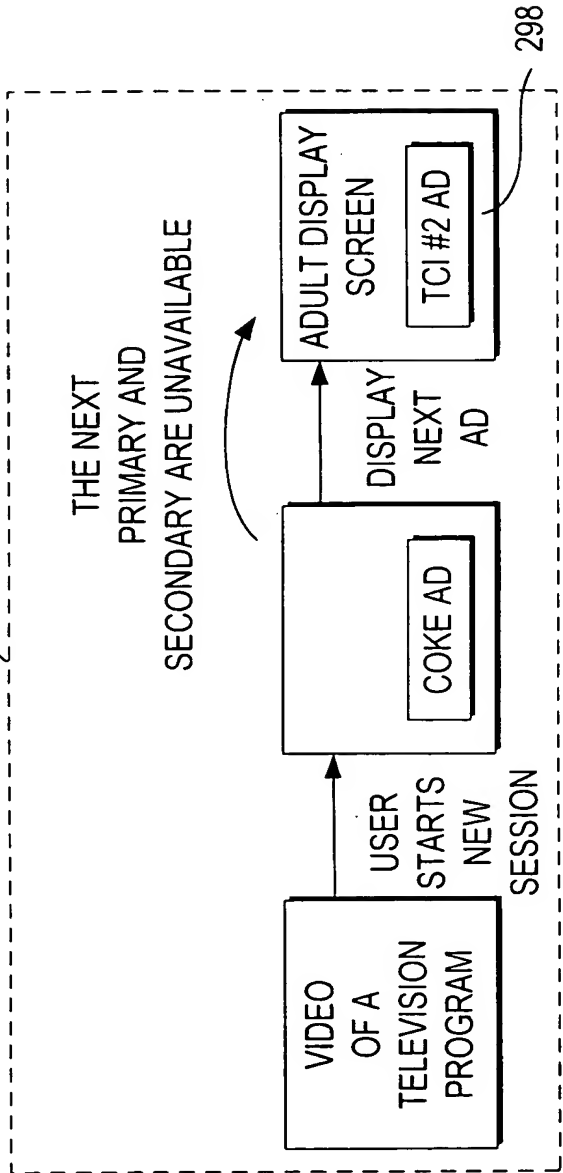


FIG. 21

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<u>AD</u>	<u>RCVD</u>	<u>PRIORITY</u>	<u>DAY PART</u>
COKE	NO	PRIMARY	MORNING
HELP TXT	YES	DEFAULT	DNA
GM	YES	PRIMARY	PRIMETIME
AVAILABLE	YES	DEFAULT	DNA

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MORNING DAYPART

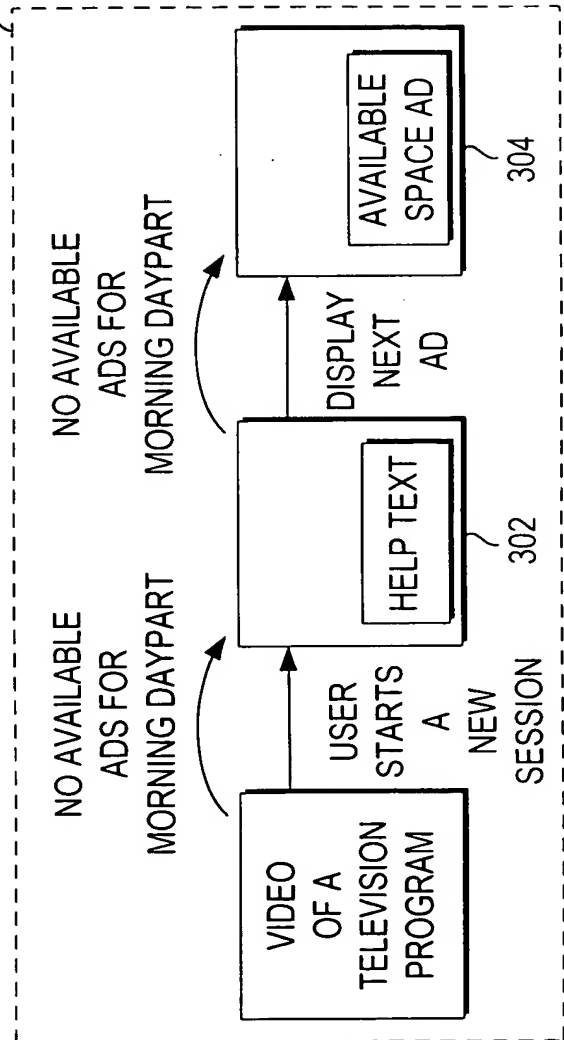


FIG. 22

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SCHEDULE COKE AD TO AIR BASED ON A SINGLE TIME ZONE

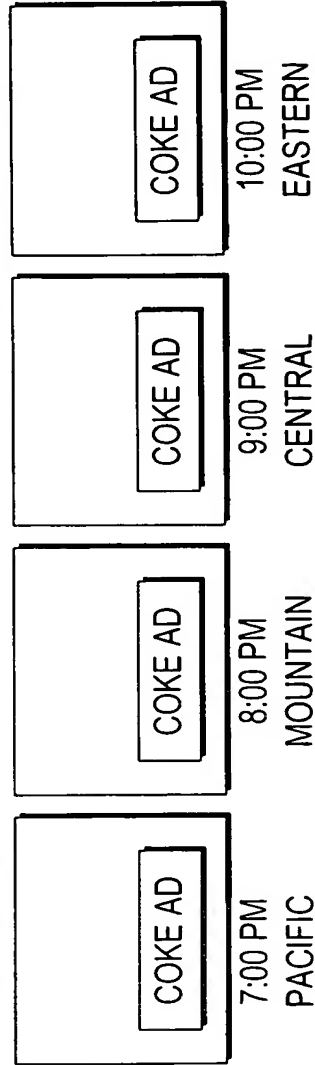


FIG. 23b

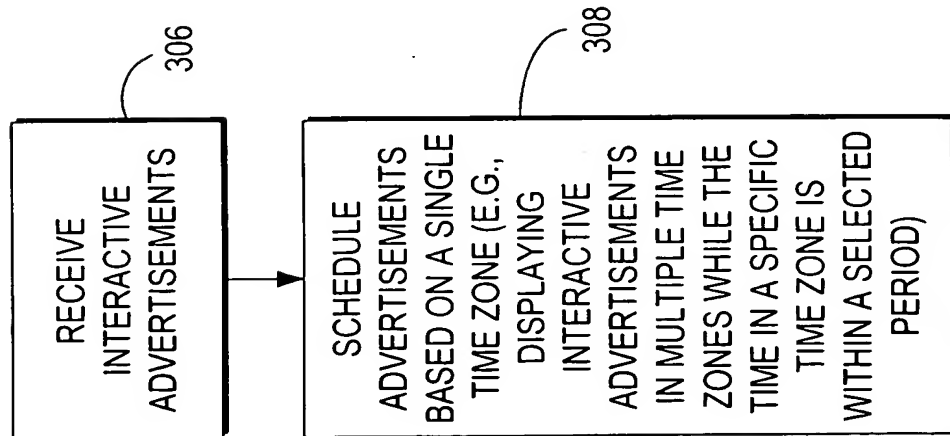


FIG. 23a

SCHEDULE COKE ADS TO AIR BASED ON
 MULTIPLE BROADCAST FEEDS

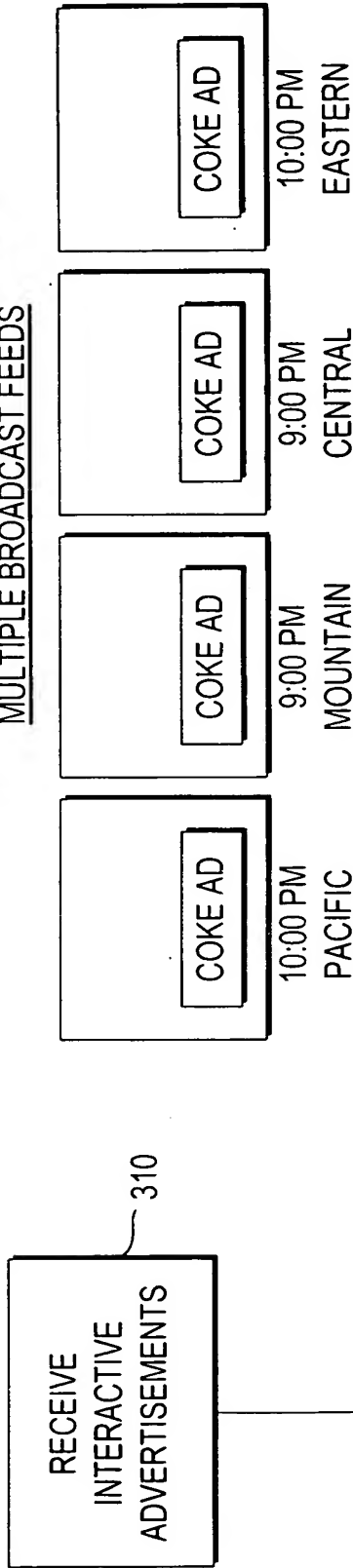


FIG. 24b

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FIG. 24a

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LOCAL CUSTOMIZATION DISPLAY SCREEN

☐ SET ORDER OF ROTATION

☐ INSERT LOCAL AD
IDENTIFY AD

☐ DELETE ADULT ADS

☐ DELETE CERTAIN NATIONAL ADS
IDENTIFY NATIONAL AD

FIG. 25

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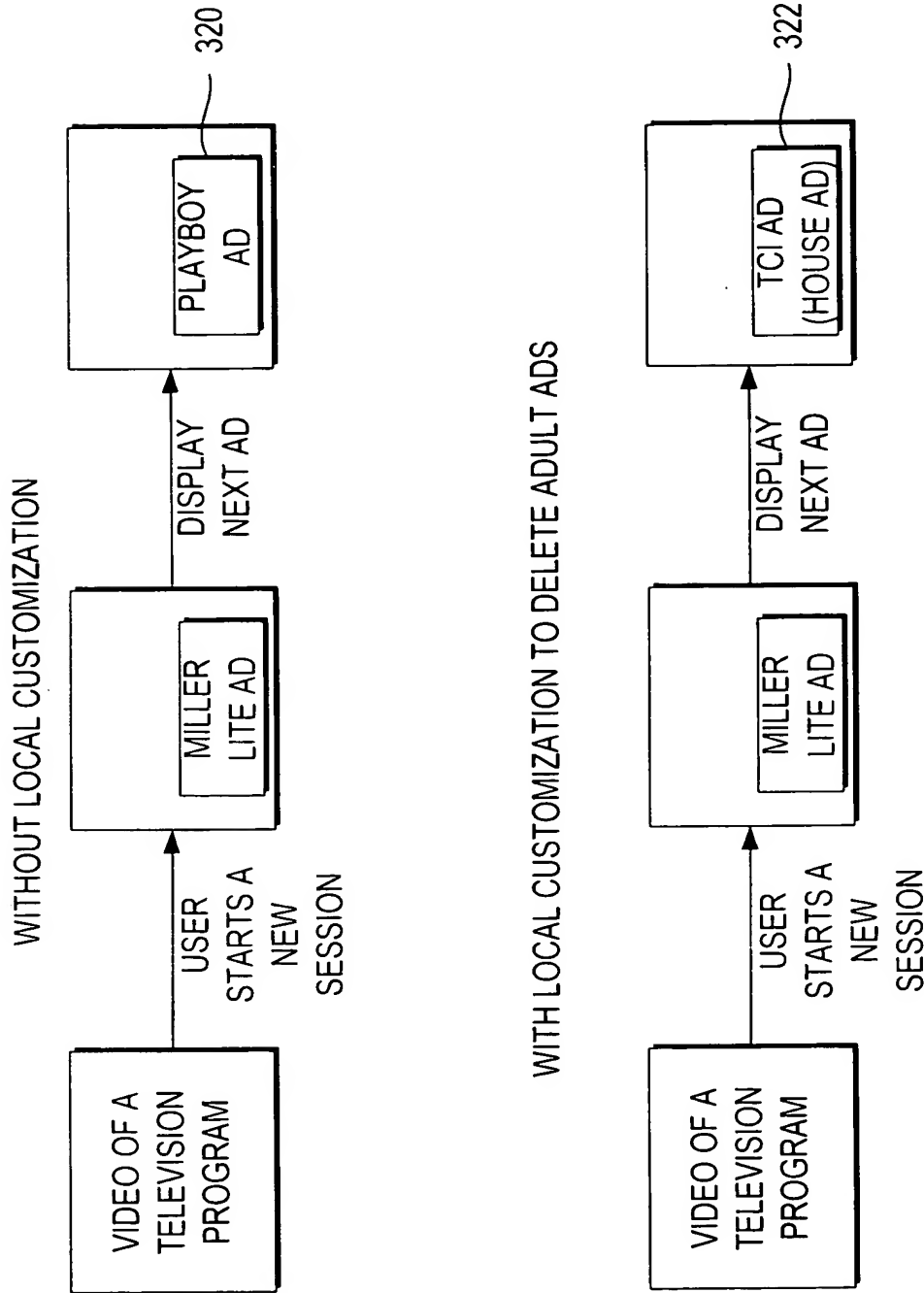


FIG. 26

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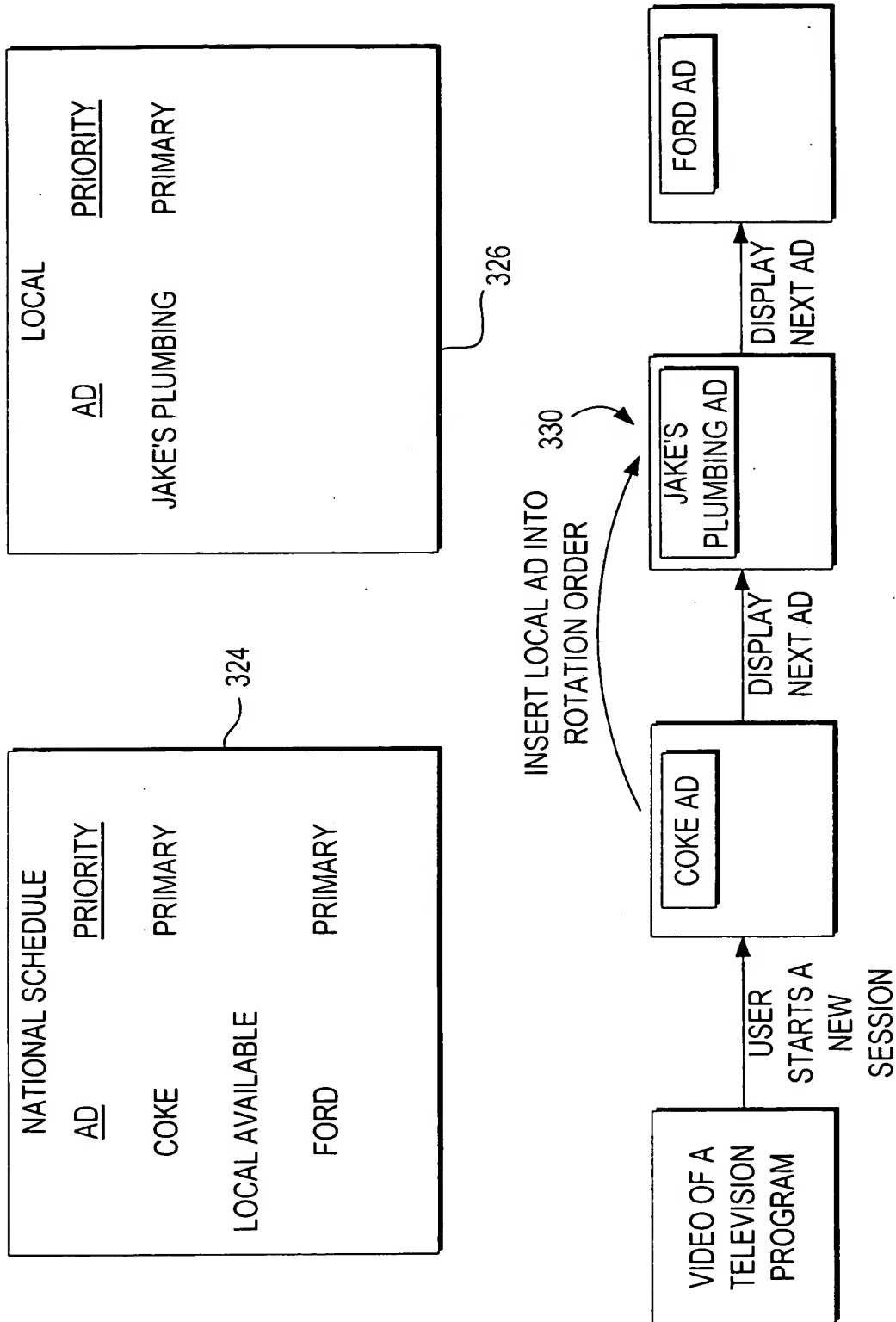


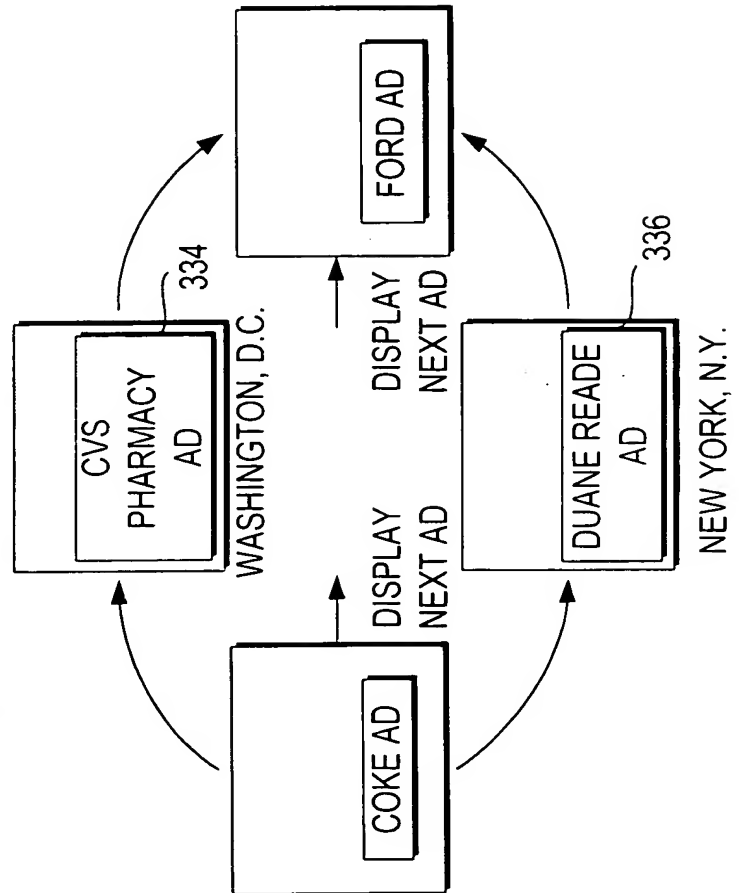
FIG. 27

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<u>AD</u>	<u>PRIORITY</u>	<u>LOCATION</u>
COKE	PRIMARY	NATIONAL
CVS PHARMACY	PRIMARY	WASHINGTON, D.C.
DUANE READE	PRIMARY	NEW YORK, N.Y.
FORD	PRIMARY	NATIONAL

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FIG. 28



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MAIN COMPUTER			
<u>AD</u>	<u>PRIORITY</u>	<u>RCVD</u>	<u>LOCATION</u>
CHEVROLET	PRIMARY	YES	NATIONAL
COKE	PRIMARY	YES	NATIONAL
PEPSI	PRIMARY	YES	NATIONAL

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LOCAL CUSTOMIZATION TO DELETE COKE ADS

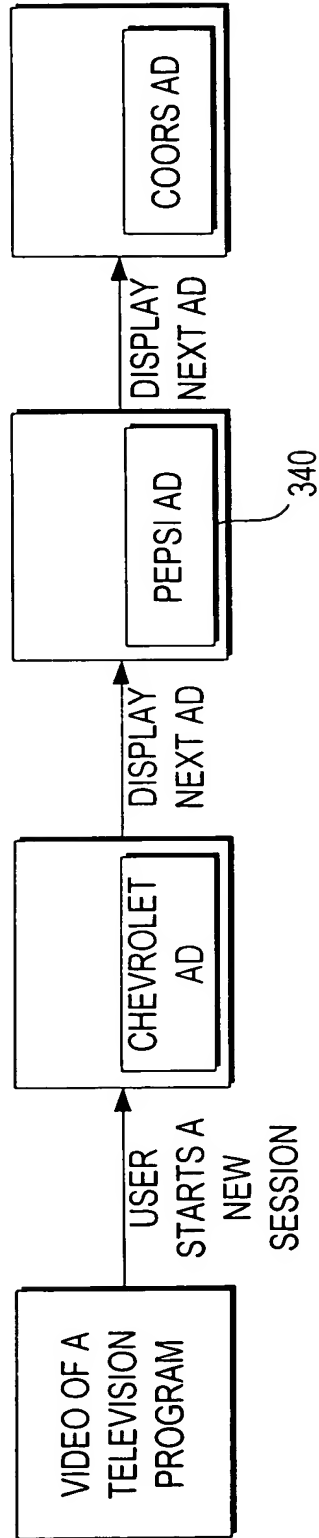
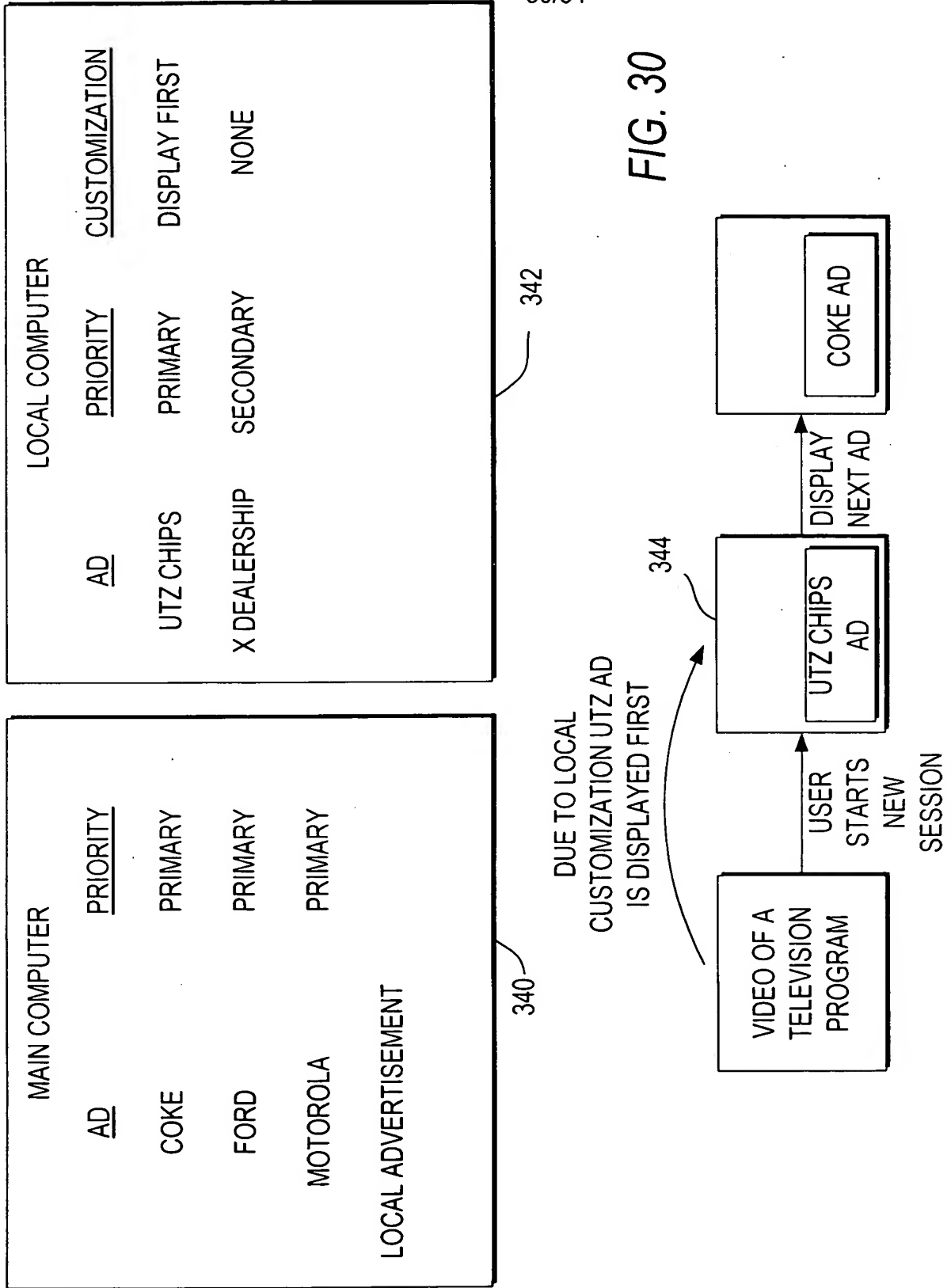


FIG. 29

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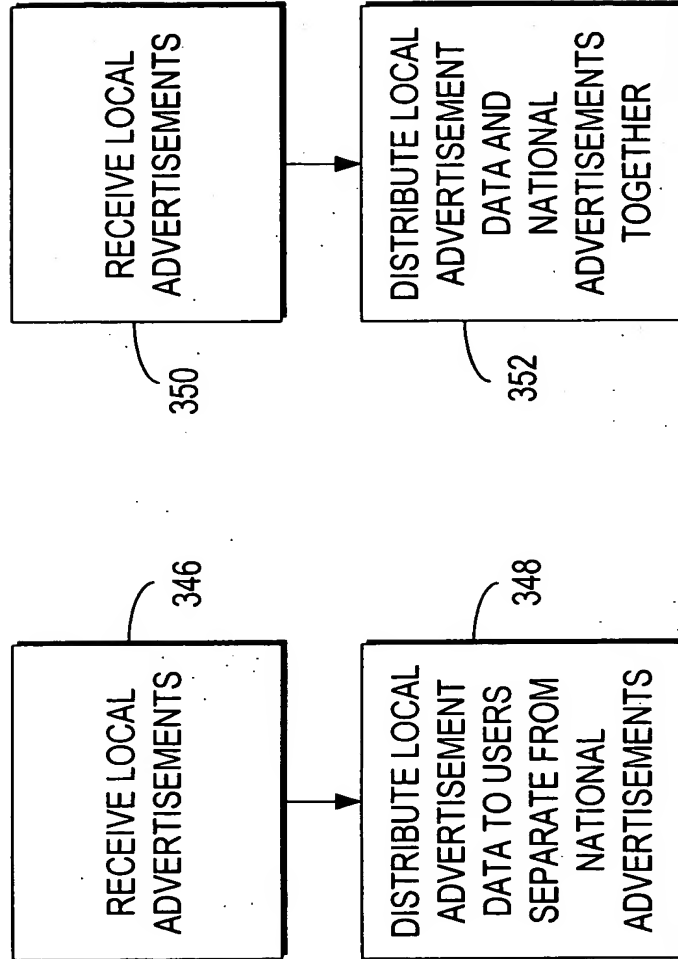


FIG. 31a

FIG. 31b

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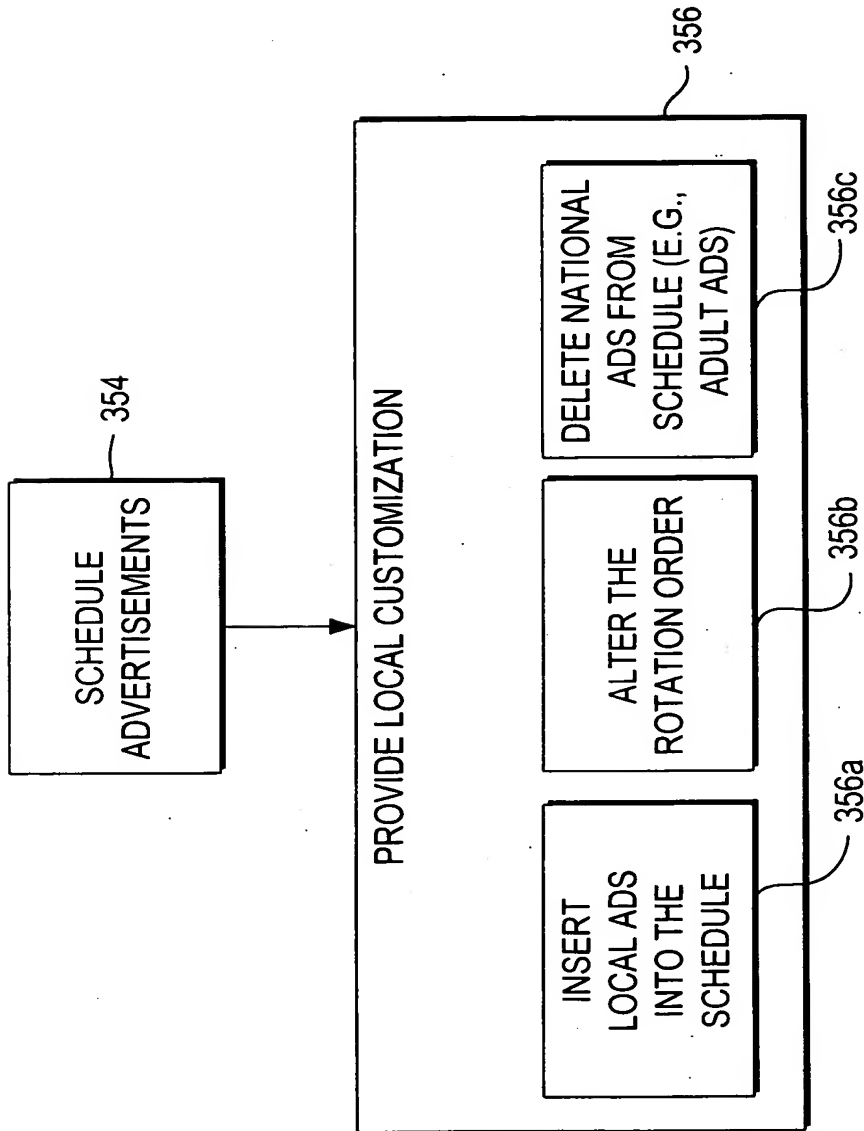


FIG. 32

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FIG. 33b

AD

ORDER INFORMATION SUMMARY

PASTA-1 -MAY 17, 1999

PRIMARY
 MORNING
 SET UP SCREEN GROUP
 TEXT
 PANEL
 1/8 SCREEN
 TOP LOCATION ON SCREEN
 BONUS
 DO NOT SHOW IN ADULT SCREENS

OPTIONAL INFO.

OTHER PRICING FACTORS:

GUIDE USAGE
 NETWORK COVERAGE
 DELIVERY SUCCESS RATE

ESTIMATED
PRICE:
\$ yy.yy

BACK TO
ORDER
SCREEN

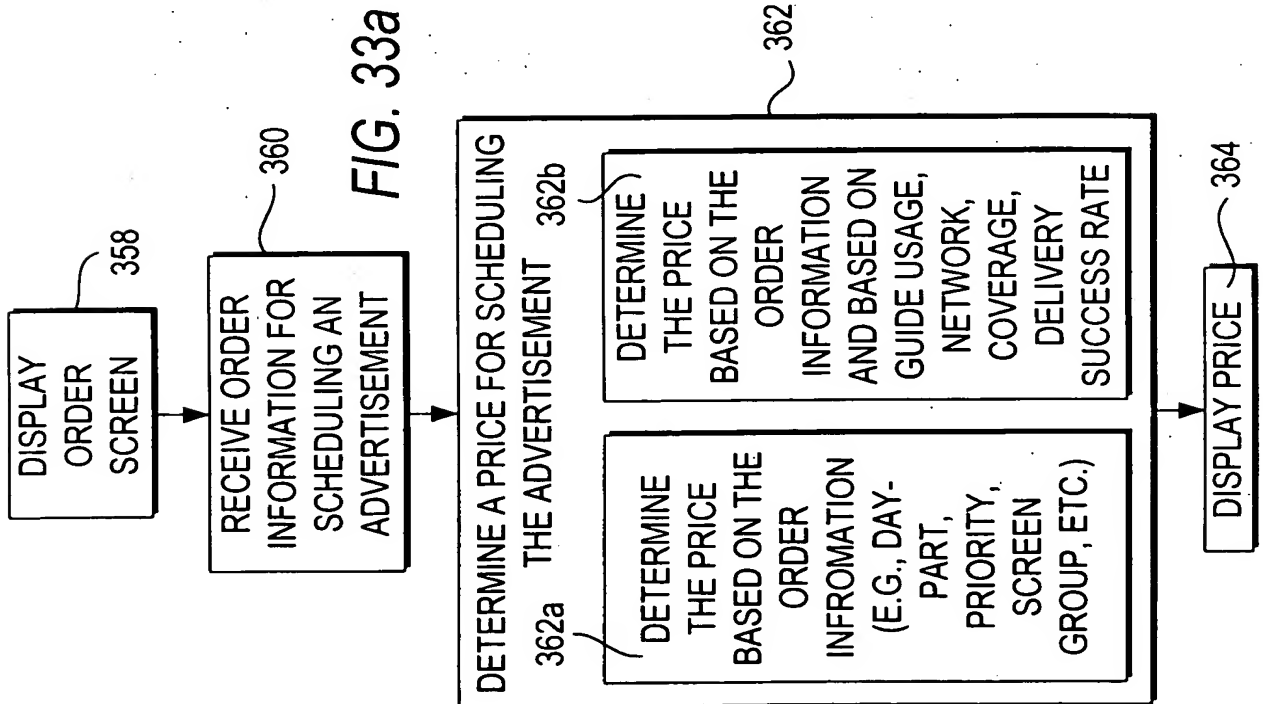
EITHER

PRICE:
\$ xxx.xx

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FIG. 33a



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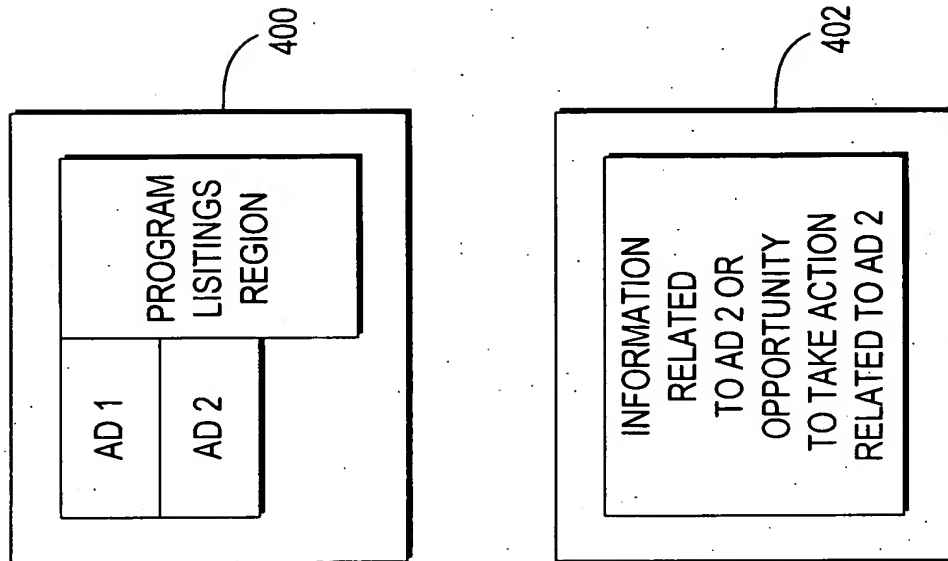


FIG. 34